

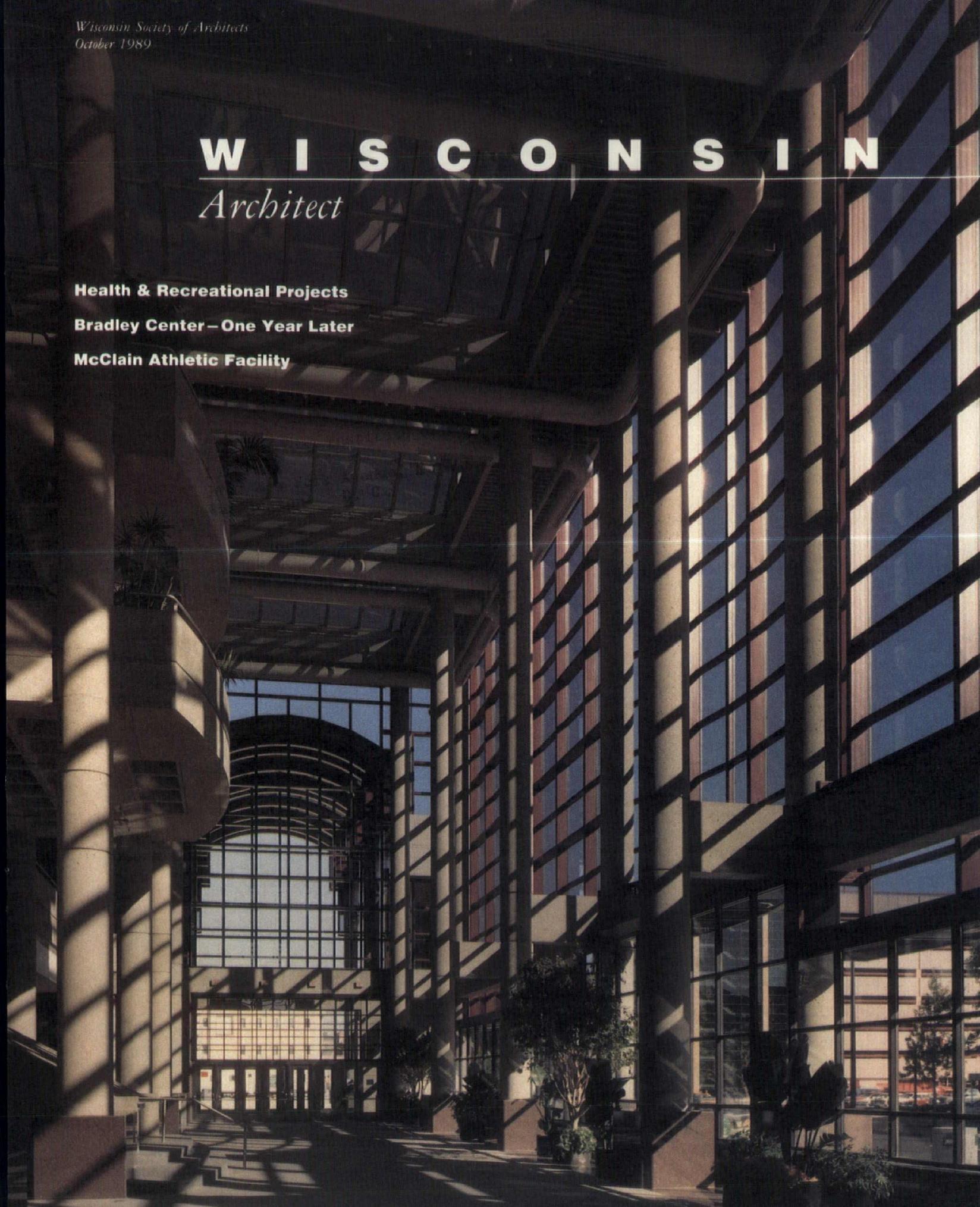
# W I S C O N S I N

## *Architect*

**Health & Recreational Projects**

**Bradley Center – One Year Later**

**McClain Athletic Facility**



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Cover: Bradley Center, Milwaukee  
Venture Architects, Milwaukee  
Photographer: Howard N. Kaplan

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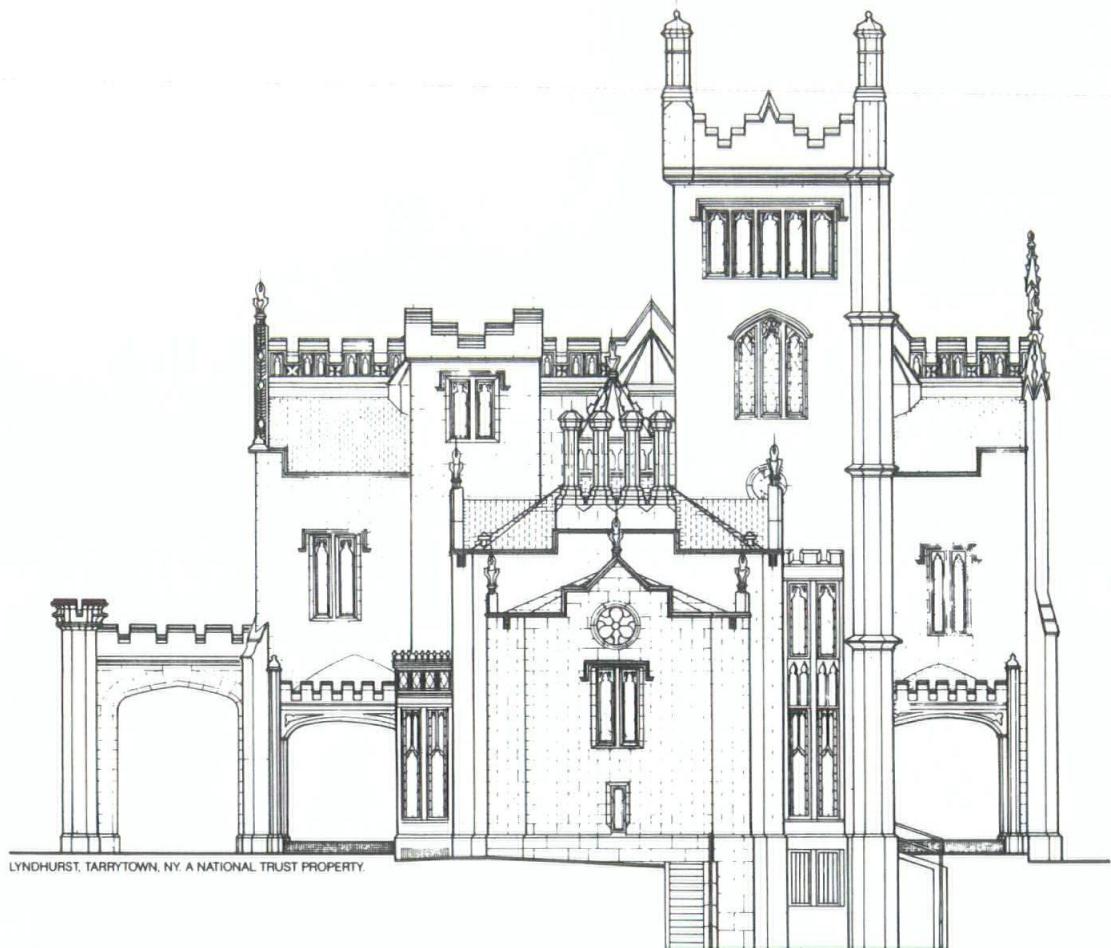


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*We live in a time when HEALTH is symbolized by running through life in the  
... not isolation*

*isolated world of a Sony Walkman, and RECREATION is thought to be snorting  
and artificial highs...*

*a powder or smoking a weed.*

**but spaces that**

*The work of the architect, however, must say that it is not isolation and artificial  
draw people together.*

*highs that we need, but architecture that reflects an awareness of a created order -*

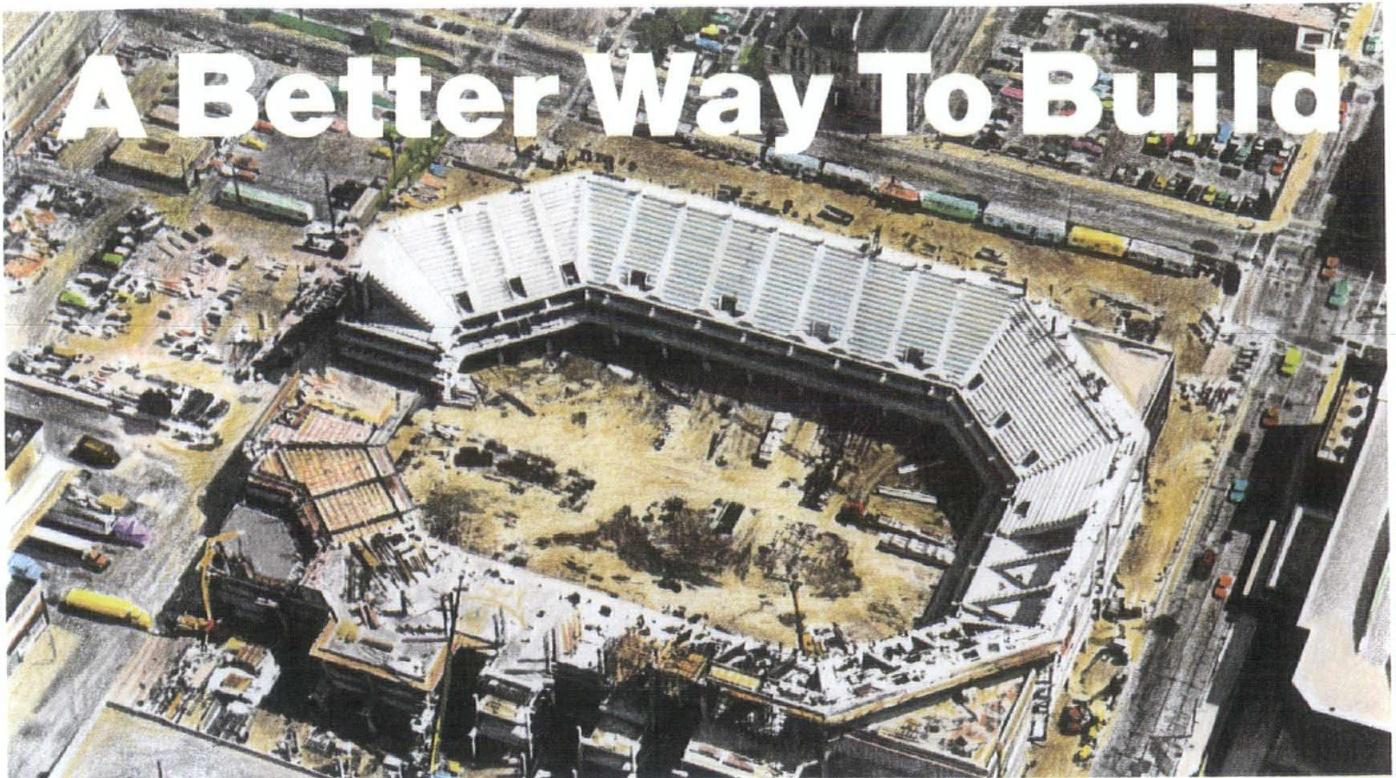
*spaces that draw people together in oneness - growing in an understanding that*

*HEALTH AND RECREATION require relationships - of mass, structure,*

*material, detail, light, and color - as well as people.*

*William P. Wenzler, FAIA*

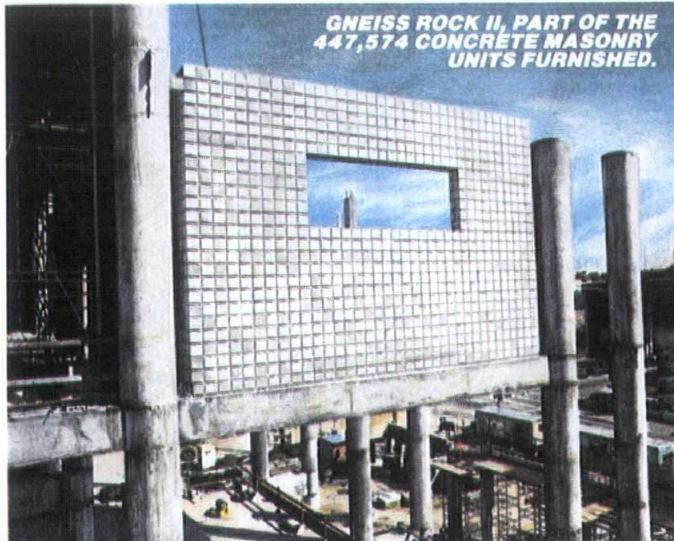
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# Bradley Center

*One Year Later*





*The success of the Center can be attested to by the record-breaking attendance for sports teams using the facility and the many visitors from other cities who have visited the Bradley Center in the past year.*

*The octagonal building is symmetrical. Atriums on the east and west sides of the building serve as entrance points and major design elements.*

*Inside the facility, three concourses divide the building horizontally, and include a level dedicated for 68 private suites. The Bradley Center is one of the few facilities in the country with a dedicated level for this important revenue producer for the Center's operation.*

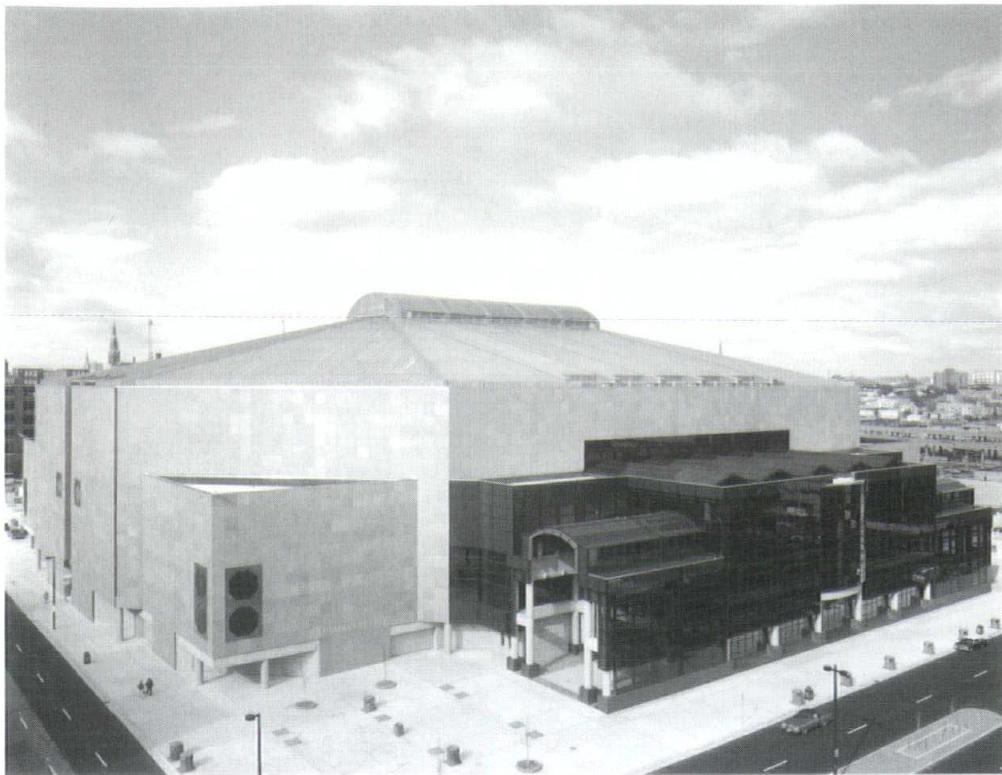
Urban architecture challenges have been met successfully in the design of the Bradley Center, located in downtown Milwaukee. Open for one year, the Center will seat up to 20,000 people and serves as home for the Milwaukee Bucks, Milwaukee Admirals, Marquette Warriors, and Milwaukee Wave Soccer teams. The multi-purpose space was designed for a variety of uses, which in the first year have included Disney on Ice, Wrestlemania, Sesame Street, Hot Rod Truck Pull, and concerts as diverse as Van Halen and Amy Grant.

The roof is a major design element, and it serves as a point of interest in the downtown landscape. The domed roof is covered with leaded copper which will retain its pewter color.

Special consultants were used for the design of the sound system, lighting, and other disciplines. Handicapped accessibility was very important, and wheelchair-bound patrons use seating areas on special platforms on all sides of two concourse levels.

The Bradley Center was given to the community in honor of Harry Lynde Bradley, co-founder of the Allen-Bradley Co., Milwaukee. The funds were donated by Bradley's daughter, Jane Pettit, who with her husband, Lloyd, gave \$71 million.





*The Center is located in the heart of Milwaukee, in an area with three and four story buildings. Placement of the building, which is 150 feet from arena floor to the top of the roof, was extremely important. Perimeter walls, at a height of 60 feet, soften the impact of the large structure.*



*Materials were chosen to be impressive, but not trendy. They include rose-shaded carnelian granite, quarried in South Dakota, and glass with black anodized aluminum mullions.*

*Inside the bowl itself, unobstructed sight lines was the major design challenge. Computer simulations were used extensively so that even in the last row, 75 feet above the floor, and 175 feet diagonally from center court, good views are found.*



*Patron amenities and comforts were very carefully considered, and an adequate number of rest rooms and concession stands make visits to the Center enjoyable.*



*Architectural credits: HOK Sports Facilities Group, Kansas City, in association with Venture Architects, Milwaukee, a joint venture of Kahler Slater Torphy Architects and the Zimmerman Design Group.*

*Photography: Howard N. Kaplan*

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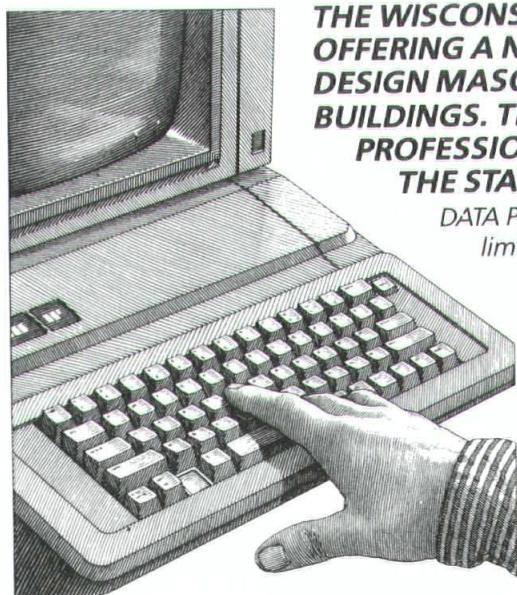
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*Project*

**G.E. Medical Systems Fitness Center**

*Location*

**Waukesha, Wisconsin**

*Architect*

**the Zimmerman Design Group**

*General Contractor*

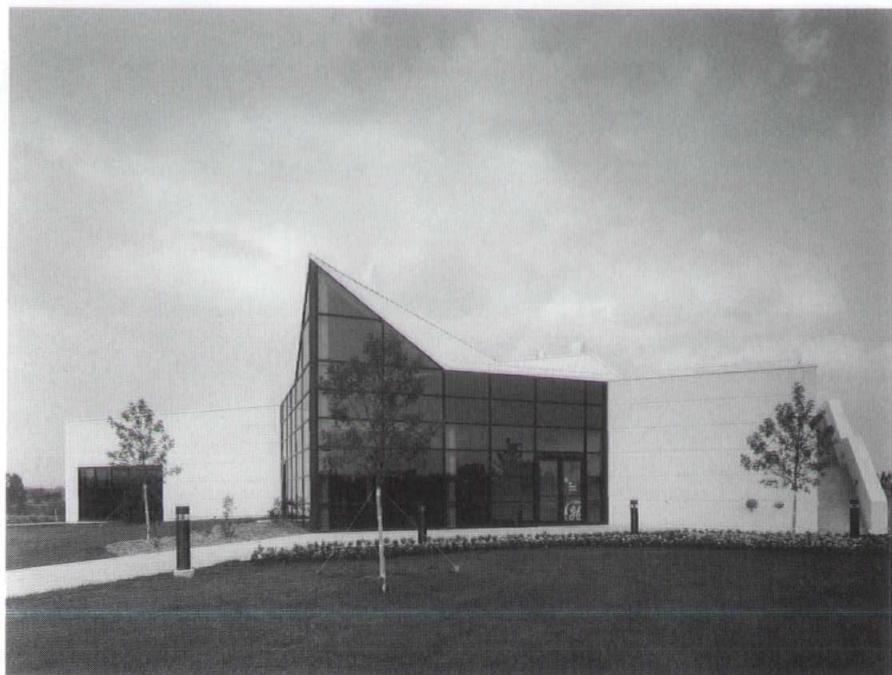
**Phase I, Redmond Construction Company**

At a time when rising health insurance costs and employee absenteeism are major concerns to corporate leaders, many companies are turning to on-site private health club facilities in an effort to stabilize rising health insurance costs, reduce extended absenteeism due to major health problems, and to promote health maintenance and good health practices among the employees.

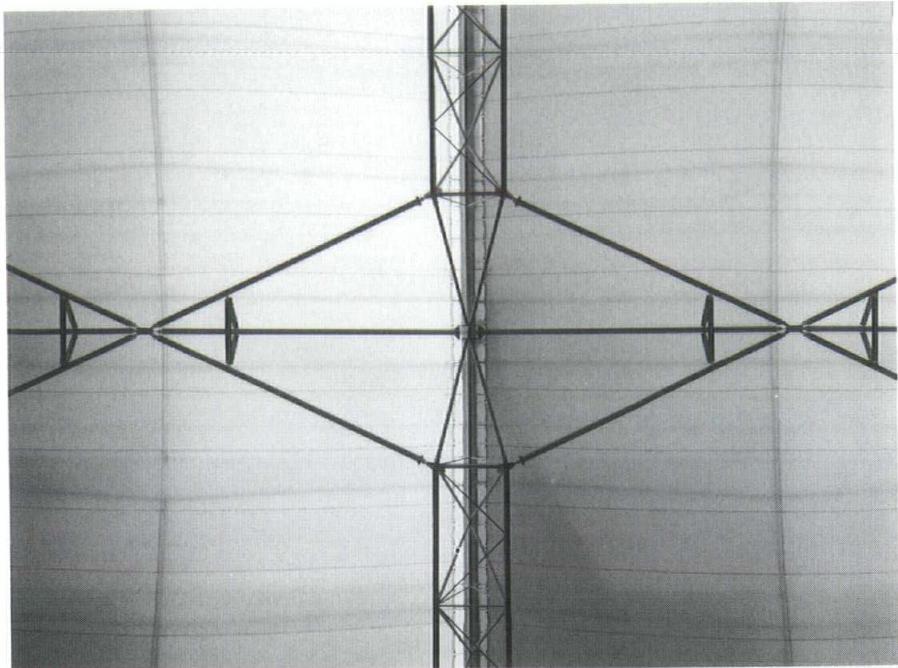
G.E. Medical Systems is one such company that turned to a state-of-the-art, on-site facility for the company's 4000 employees. The facility is staffed with full-time fitness instructors trained in coordinating a proper program of aerobic exercise and weight training tailored to the individual's ability and physical condition. This staff is supported by health care professionals, dieticians and nutritionists.

The fitness center overlooks the rolling prairies of Waukesha County. Natural light floods the glazed entry and lobby which is a playful intersection of sharp angular planes. The 1/17th mile banked running/walking track encircles an infield of weight machines, stair masters, treadmills and stationary bikes. The enclosed aerobic exercise room controls the loud musical instructional sound, yet an interior glass wall allows ample borrowed light into the exercise space.

*Photography: Mark Heffron*



# McClain Athletic Facility Madison



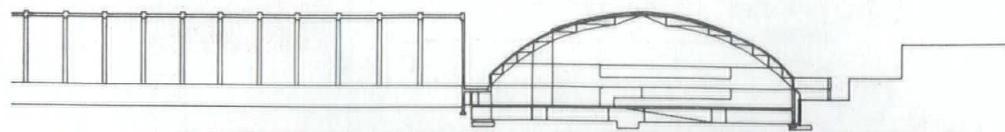
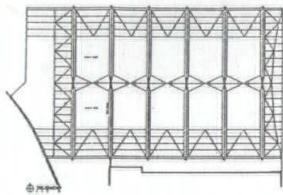
Designing an indoor football practice facility to inspire football practice sessions was the challenge faced by Bowen Williamson Zimmerman Architects.

While several college and professional teams practice on indoor fields, many of these are dreary, hangar-like structures. The facility at Madison features a roof supported on cable-supported, teflon coated fiberglass fabric running the length of the field and provides a shadowless sunlit interior.

Access to the new and existing facilities, contextual references to existing adjacent forms and materials, and the University's interest in providing natural light on the practice field were important considerations in developing the architectural concept.



External access for vehicles and athletes is gained under the overhanging articulated upper level providing access to the adjacent Randall Sports Center and Stadium Facilities. Immediate access to the lower level training facility, as well as the practice field, was gained along the same articulated route. The public entrance lies along a busy pedestrian route, leading from the campus, and allows spectators to view the practice field from a booster room overlook.



Athlete meeting rooms and auditorium, connected at the upper level stadium access, provide a place to study film, video tape and to prepare for the next opponent.

A trussed steel three-dimensional arch structural system with stainless terne coated roof and a combination of field stone and red plaster provide contextual references to adjacent existing facilities. The teflon-coated fabric roof panels simulate natural light game conditions while providing a quality interior atmosphere. The practice field was covered with a dual density composition board and stretched astro turf to provide a resilient playing service. J. H. Findorff was general contractor.

The practice field, highlighted by a column-free interior, with its natural light and soaring volumes has become a source of pride to the team and the University of Wisconsin.

*Photography: Eric Oxendorff*



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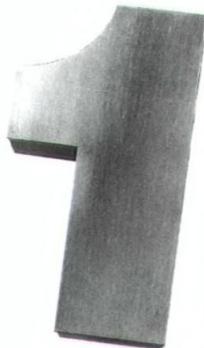
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**Allouez, Wisconsin**

*Architect*

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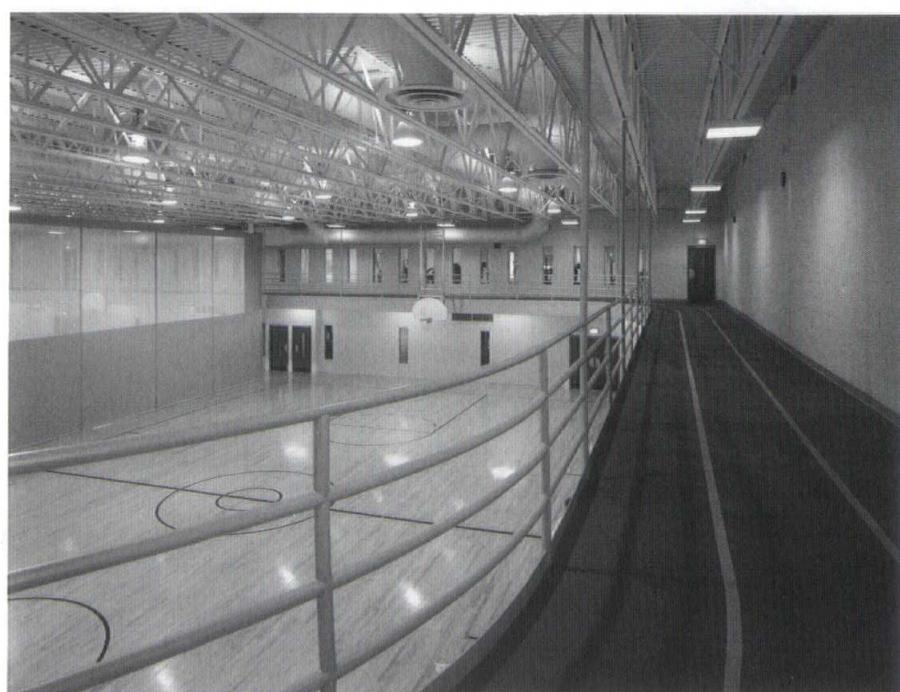
**J. C. Bosten Construction Company, Inc.**



The program was to develop a full service Y.M.C.A. facility through the renovation of an existing under-utilized city swimming pool structure and the addition of gymnasium, running track, racketball courts, fitness areas, multi-purpose space, reception and support areas. The owner wanted to develop an exciting recreation space that would attract and hold Y.M.C.A. memberships. The solution also needed to be of economical means reflecting the budget constraints of this non-profit organization.

The functional requirements were satisfied by developing a new entry, reception area, adult locker area, circulation core, and mechanical areas central to the major user functions, including pool, fitness center, multi-purpose gymnasium, and racketball courts. All major activities are visually linked to the core areas and fitness center with multiple borrowed lights incorporated in the concrete masonry unit module.

*Photography: Harmann Studio*



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Project

Location

Architect

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## University Student Center Addition

Whitewater, Wisconsin

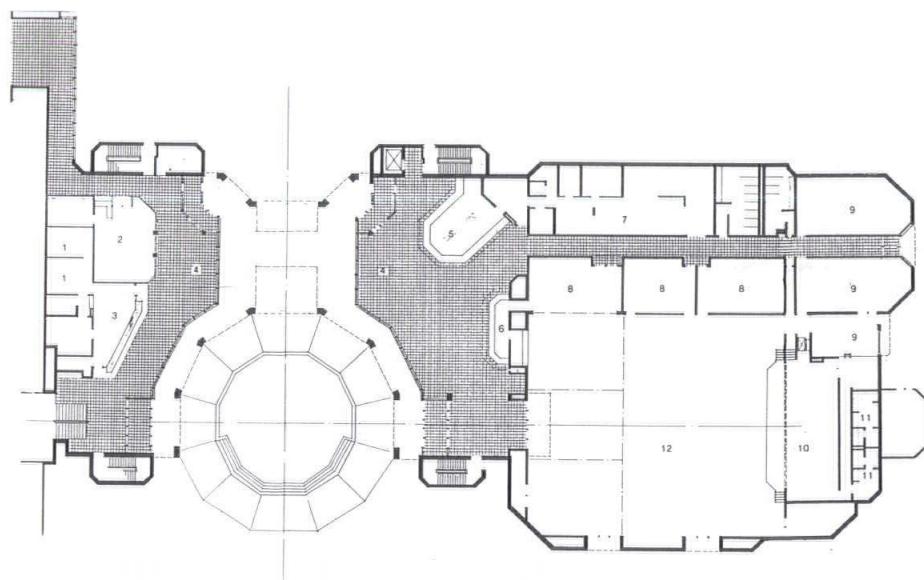
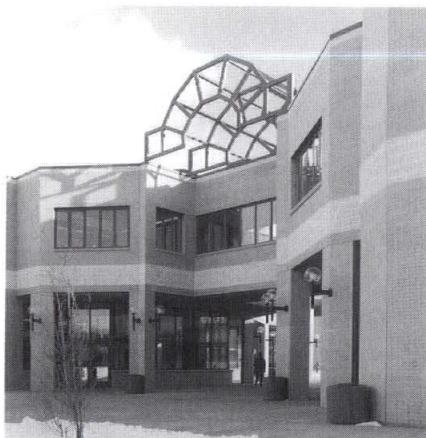
**William Wenzler and Associates - Architects, Inc.**

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A tragic fire in 1970 destroyed Old Main, the campus geographical and psychological center. This, along with continued campus expansion of buildings over the area, compelled the architect to create a new campus center. This new center was to become an important circulation intersection as well as a new focus for student activities. The campus had expanded along city streets now abandoned to pedestrian circulation.

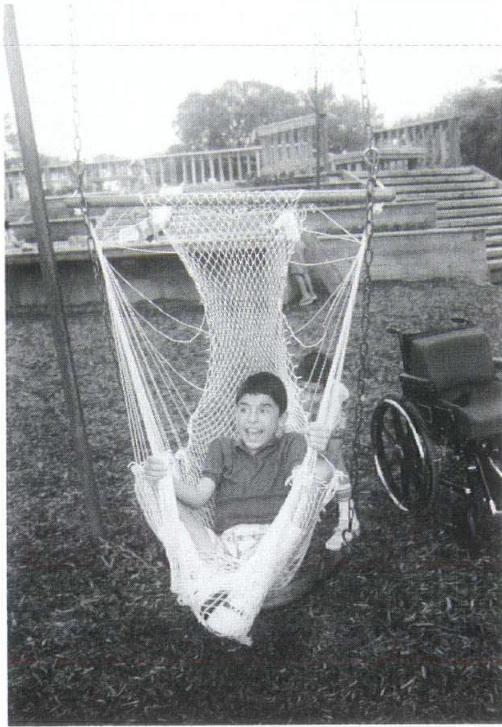
The new addition was sited directly over one of the pedestrian malls located near the center of the campus. The design solution features a dynamic atrium bridge at second floor level which now links the two sides of the campus.

*Photography: Edward Purcell*

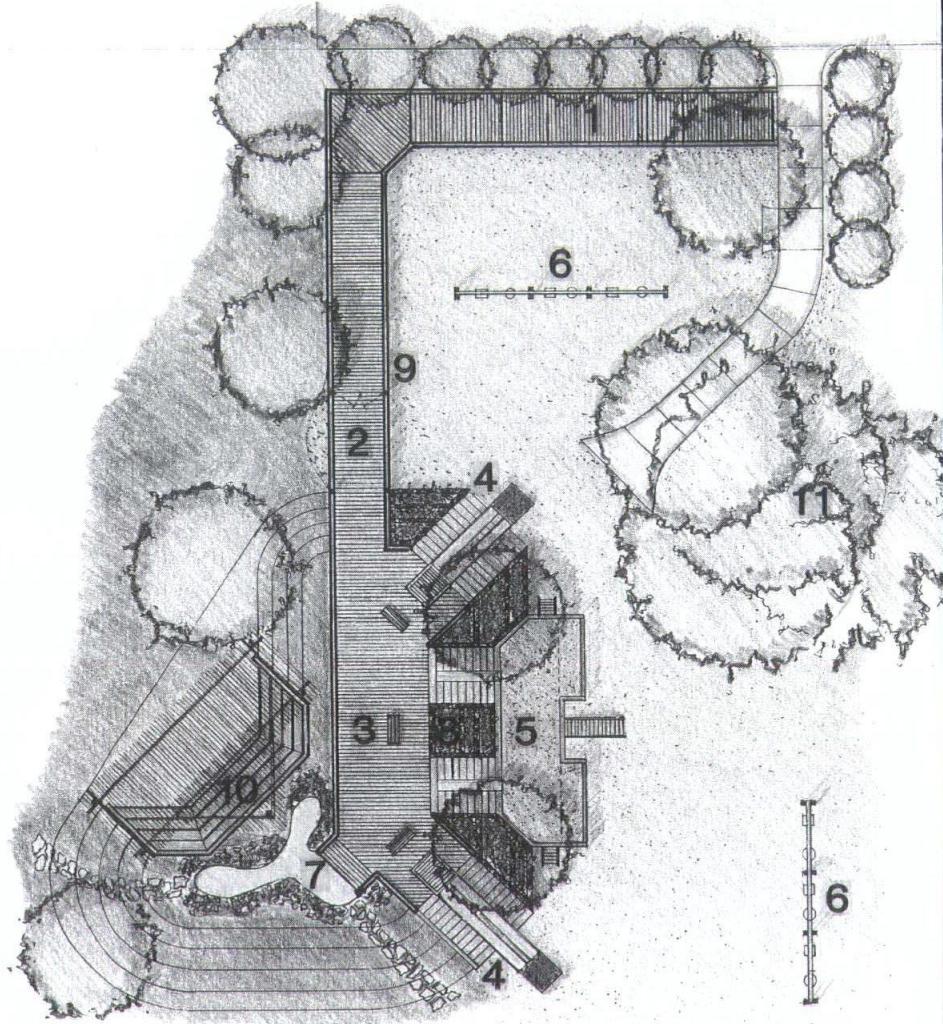


*Project*  
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**Holmes School Playground**  
**Oak Park, Illinois**  
**Richard Katz, AIA**  
**Staunton Construction Co.**



*Photography: Linda Hecht*



Since the mid-1930's, the Oliver Wendell Holmes Elementary School in Oak Park, Illinois, was designated the first in Illinois to have special programs and facilities to accommodate children with various physical disabilities. Today, the Holmes program reflects the ultimate in mainstreaming, where students of all abilities can participate in normal activities. Ten percent of the Holmes student population of 500 is confined to wheelchairs.

It was on the playground that the children would become profoundly frustrated by their disabilities.

Sitting idly and watching friends enjoy slides, swings, and climbers would intensify the psychological pain that stems from being a disabled child. The school was determined to find a real solution to this very real problem.

This facility has added a new dimension to the lives of the children who use it. Where once there was pain there is now great joy. The innovations of this playground design concept has been granted a United States patent.



Photography: Richard Katz, AIA

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# In the Long Run

Every organization, large or small, needs to periodically take stock of itself, establish its goals and develop a game plan for attaining these objectives. Your professional organization, the Wisconsin Society of Architects, is no exception.

For the past four summers, the WSA Board of Directors has gathered in an isolated rustic log cabin north of Madison to participate in a long-range planning retreat. Armed with a packet of long-range budget projections, this annual retreat allows Board members the opportunity to critically examine and discuss the wide variety of programs and services provided by the WSA in relation to the financial resources available. The conclusions reached during the planning session help to establish the guidelines to be used in developing the WSA budget for the following year, i.e. the first year of the five-year plan.

Typically, Board members concentrate on five or six major program areas during the retreat. These include meetings and professional development programs such as the annual WSA Convention and Fall Workshop, public awareness and education efforts such as the Qualification Based Selection (QBS) program, government affairs and legislative programs and initiatives, *Wisconsin Architect* magazine, and Chapter programs and activities. This year, the Board of Directors identified several other issues which it felt warranted further discussion including public relations and WSA award programs and architect-engineer relations.

The initial step in the long-range process involves reviewing several five-year budget projections based on different assumptions regarding growth in membership, Convention income, and expenses. What became quickly apparent this year was that additional income was necessary if the WSA wanted to maintain and/or improve its present level of programs and services for members. The long-range budget figures developed for last year's retreat had identified the need to address a projected gap between income and expenses in the future. It appears that the future is now at hand.

In March of this year, a Revenue Task Force was established with representatives from small and large firms from each Chapter. The Task Force was asked to develop recommendations on alternative sources of revenue for consideration by the WSA Board of Directors. After identifying and discussing a number of alternatives, the consensus of Task Force members was that additional funding for WSA programs should be generated by increasing dues gradually over the next 3-5 years and by continuing to seek financial support for selected programs from allied professional associations.

Based on the conclusions reached at the long-range planning retreat, the 1990 WSA budget to be recommended to the Board of Directors at its October meeting will include dues increases ranging from \$5 for Associate members up to \$15 for AIA members who are principals of larger firms. Present plans are to propose similar, although somewhat smaller, increases for each of the following two years. The proposed

incremental increase in dues will enable the WSA to maintain the necessary balance between the ever-rising costs of providing member services and the limited resources available to support these programs.

Not everyone will welcome an increase in their WSA dues. I ask members to consider the fact that dues have not been increased for 15 years, a period of time during which WSA programs and services have expanded and prices have jumped over 150%. It also is important to keep in mind that dues income accounts for only about one-fifth of WSA income. In other words, for every dollar you pay in WSA dues you receive another four dollars in membership services and benefits which are supported by income generated from the WSA Convention, AIA document sales, investments and other nondues revenue sources.

At the conclusion of the long-range planning retreat, all participants agreed that it was a healthy and worthwhile exercise; and it even was recommended that the retreat be expanded by an additional day. It was reassuring that previously established goals and objectives for the major WSA programs were reaffirmed with only minor adjustments. So, it appears that the WSA is on the right track in terms of the mix and balance of programs and services it provides to members. An important ingredient in the planning process, however, is your feedback regarding WSA activities. Your questions, comments and suggestions are encouraged.

### WSA Bylaws

The WSA Board of Directors, at its August meeting, unanimously approved revisions to the WSA Bylaws to incorporate model language recommended by the AIA regarding the new AIA Code of Ethics and Professional Conduct and to bring them into conformance with Institute Bylaws.

Under the revised Bylaws, the WSA Board of Directors may establish an Ethics Committee for the purpose of educating members about the AIA Code of Ethics and facilitating the informal resolution of Code of Ethics complaints. The National Judicial Council has the sole authority for issuing interpretations and advisory opinions regarding the AIA Code of Ethics.

If you would like a copy of the revised WSA Bylaws, please contact the WSA office.

### AIA/BIT

The AIA established the AIA Benefit Insurance Trust, nicknamed the AIA/BIT, to offer competitive health, life and other insurance options to AIA members. AIA/BIT is managed by an Executive Director and guided by seven trustees appointed by the AIA President.

It is the goal of the trustees to match, as nearly as is possible, the insurance plans offered to the needs of the members. The plans are currently being redesigned, new carriers are being sought, and options are being expanded.

As a special new program to help member-owned firms compare health insurance plans, AIA/BIT will run a cost/benefit comparison of its present major medical plan

with any other plan available to members. The only requirement is that the request for such a comparison be made by the WSA office.

Here's how it works. You provide information about the plan you want to have evaluated to the WSA office. This information needs to include a copy of the insurance policy with the current premium rates or the certificate of coverage with current premium rate tables. The WSA office will forward this information on to AIA/BIT and request that the policy be compared with the like plan offered to firms by the AIA/BIT to determine which is more favorable on a cost/benefit basis. The AIA/BIT will prepare the comparison and return its report directly to you.

This is a special service aimed at making certain members choose the best value available to them. For more information, contact the WSA office.

### WSA Secretary/Treasurer

At its August meeting, the WSA Board of Directors unanimously approved the nomination of Roger Roslansky, AIA, La Crosse, to serve as the 1990 Secretary/Treasurer of the Wisconsin Society of Architects. Other WSA Executive Committee members for 1990 include Jay McLean, AIA, Madison; Richard Eschner, AIA, Shorewood; and Dennis Olson, AIA, Appleton.

## People & Places

James J. Angus, AIA, Janesville, has been accepted as a Member Emeritus of The American Institute of Architects. Congratulations!

WSA member Heinz Brummel, AIA, Green Bay, reports that his son Marc has been named as this year's recipient of the AIA's Henry Adams Certificate by the University of Minnesota School of Architecture and Landscape Architecture. The Certificate is awarded to the top-ranking graduating architectural students. Marc presently is employed with Thorbeck Architects Ltd. in Minneapolis.

Arlan Kay, AIA, Oregon, has been elected as Chair of the Architects Section of the Joint Board of Architects, Professional Engineers, Designers and Land Surveyors. The Architects Section also elected John 'Jeff' Nichols, AIA, Green Bay, as Vice-Chair and Judith Rose, Madison, as Secretary.

James W. Miller, AIA, reports that Flad & Associates, Madison, has received a U.S. Air Force Merit Award for its design of the Composite Squadron Operations Facility at Truax Field in Madison and High Honors in *R&D* magazine's laboratory of the year competition for its design of Bausch & Lomb's new research center in Rochester, New York.

Kubala Washatko Architects, Inc., Cedarburg, has received the top award in the Best Low Budget Project category in *Restaurant/Hotel Design International* magazine's design competition for its design for DKC's Armadillo Grill in Milwaukee.

The accompanying photograph shows volunteers from the Southwest Wisconsin Chapter's Search for Shelter Committee at an open house celebrating the complete renovation of a single-family home on Madison's near east side for use as transitional housing by homeless families. WSA volunteers include (from left to right): Bill Babcock, Miles Meyer, Jennifer Schlimgen, AIA, Jerry Sargent, AIA, and Bill Herbert, AIA.

### Membership Action

Sobczak, Michael J., was approved for Associate Membership in the Southeast Wisconsin Chapter.

Bourquin, Jerry L., was approved for AIA Membership in the Southwest Wisconsin Chapter.

Shroba, Louis L., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Nedland, Jon E., was approved for Associate Membership in the Southeast Wisconsin Chapter.

Rogers, Scott A. was approved for Associate Membership in the Southeast Wisconsin Chapter.

Bruscato, G. Charles was approved for AIA Membership in the Southeast Wisconsin Chapter.

Carlson, Steven P., was approved for Professional Affiliate Membership in the Southeast Wisconsin Chapter.

Dahlin, Kenneth C., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Fieweger, Anthony S., was approved for AIA Membership in the Northeast Wisconsin Chapter.

Waddell, Edward R., was approved for AIA Membership in the Southwest Wisconsin Chapter.

McDonald, Jeffrey W., was approved for Associate Membership in the Southeast Wisconsin Chapter.

Spruce, Keith A., was approved for AIA Membership in the Northeast Wisconsin Chapter.

Heffron, Mark F., was approved for Professional Affiliate Membership in the Southeast Wisconsin Chapter.

Berg, Scott B., was approved for Professional Affiliate Membership in the Northeast Wisconsin Chapter.



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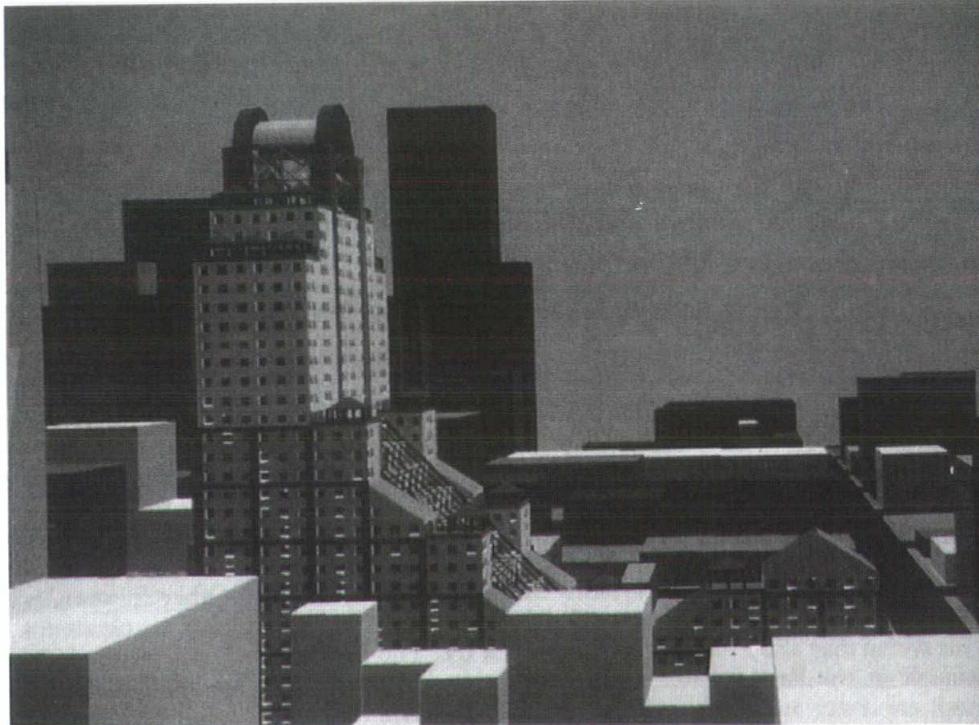
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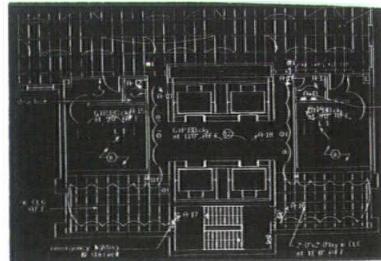
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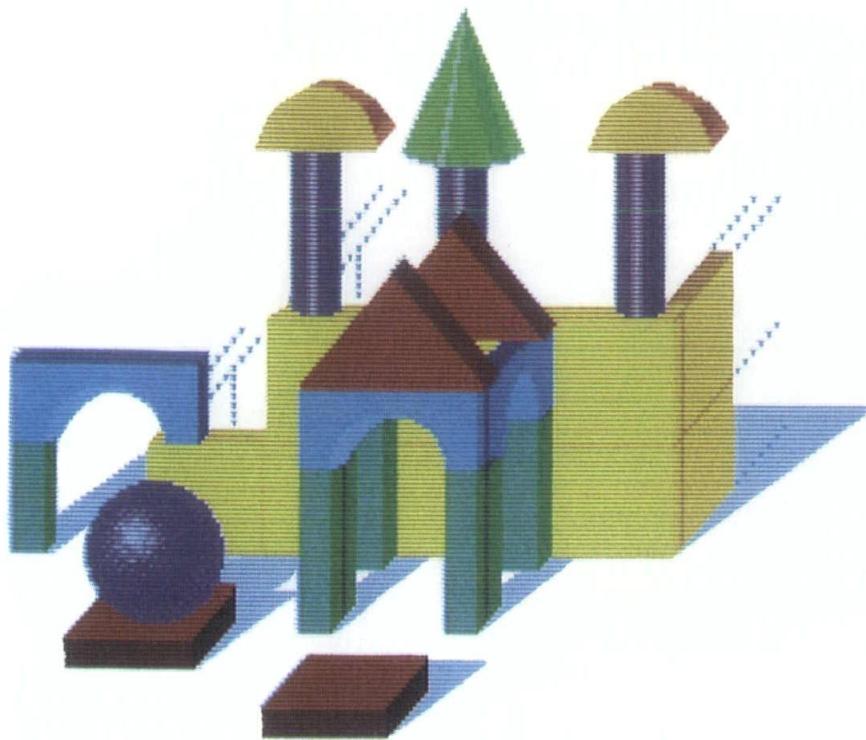


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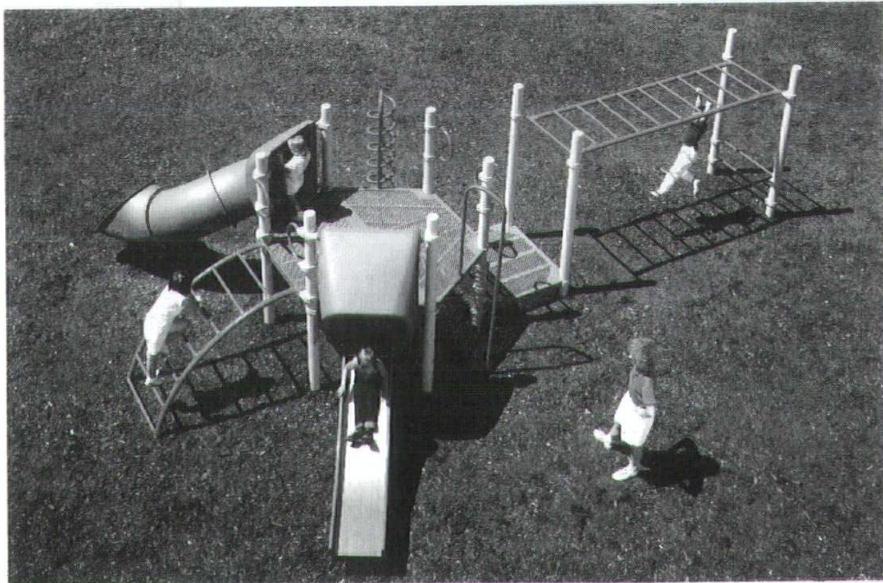
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A new 40-page publication entitled "Technical Data", describing state-of-the-art building systems for industrial, commercial, institutional, or recreational facilities, is now available from the Ceco Buildings Division of The Ceco Corporation. This publication, which is a project development aid for architects and construction specifiers, includes detailed information and tables of specifications relating to spans, dimensions, bay spacings, clearances, reactions, loadings, etc.

In addition to its Buildings Division, The Ceco Corporation is the nation's leader in concrete construction services. The company also manufactures side-hinged steel and wood doors, steel frames, and overhead doors and hardware for use in commercial and residential buildings.

Construction specifiers may request the brochure, "Technical Data", by writing to Stan Wegrzyn, Ceco Buildings Division, One Tower Lane, Oakbrook Terrace, IL 60181. Ask for publication TD 189.



BCI Burke Company, a 60-year-old manufacturer of steel playground equipment known for its exceptional strength and durability, has introduced a line of modular play structures with unique engineering features for accident prevention and long equipment life.

The new "Series 2000" features high-grade steel and plastic components in attractive colors of orange, aqua and tan, designed by the nationally acclaimed, award-winning Brooks Stevens Associates. Included in the "kid friendly" Burke line are numerous types of bridges, climbers, horizontal ladders, platforms, steps and stairs, slides, swings, tunnels and accessories including

bubble panels, steering wheels and other items.

Competitive hallmarks of the new line, according to the manufacturer, are the bright and inviting colors; clean lines and sculptured looks of Burke-designed structures and all components; and the equipment's smooth and textured finishes. Also, quality materials, craftsmanship, equipment longevity and minimum maintenance are evident in the catalog's detailed descriptions of components and manufacturing processes. For a free copy of the catalog, contact BCI Burke Company, Inc., 660 Van Dyne Road, P.O. Box 549, Fond du Lac, Wisconsin 54936.

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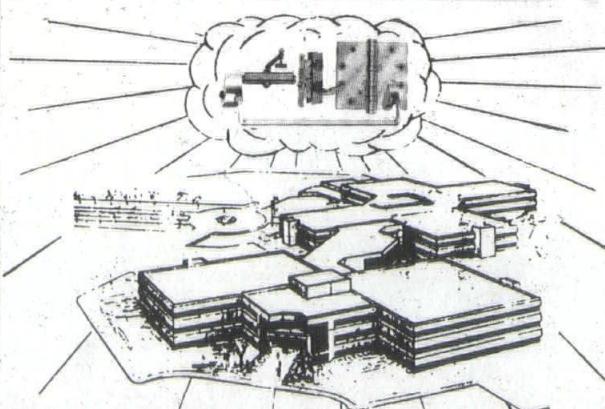
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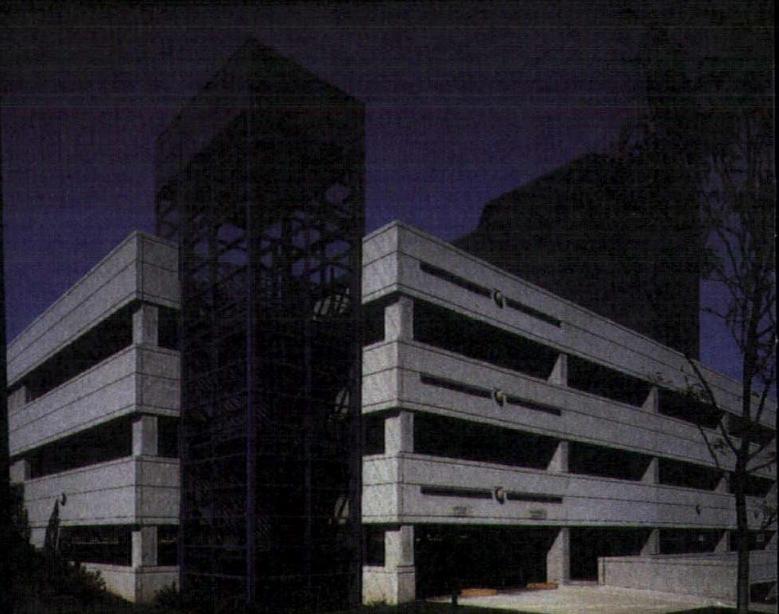
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